



# Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name  
**Jackson County CRUNCH Campaign**

Contact Information

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Program Information

<b>Type of Program</b> Coalition
<b>Year Coalition was Formed</b> 2003
<b>Primary program focus</b> Both Physical Activity & Nutrition
<b>Region</b> Western
<b>County</b> Jackson County
<b>Coalition Web Site Address</b>

Program Information

<b>Represented Groups on Coalition</b> Community Government Health Care Health Dept Schools UW-EX WIC Other	<b>Represented Professions on Coalition</b> Dietitian Educator Health Care Admin Nurse Physical Therapist
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

## Walk with the Principal Day

### Intervention Information

<b>Type of Intervention:</b>
Physical Activity & Nutrition Event
<b>Focus Area:</b>
General Physical Activity & Nutrition
<b>Intervention Site or Setting:</b>
Community
<b>Scope of Intervention:</b>
County
<b>Target Audience:</b>
All, Both
11-May
<b>Total Population in Area Served:</b>
200-300
<b>Number of Participants:</b>
250
<b>Implementation Status:</b>
May 14, 2005

### Partners:

Four area Elementary Schools. Black River School District and Food Service Jackson County Health & Human Services Black River Memorial Hospital Jackson County Extension

### Unique Funding:

### Evaluation:

Impact on Attitude & Behavior

### Evidence-Based or Best Practice based on

### Products Developed or Materials Used:

Passport for Good Health  
Numerous Nutrition and Health Displays

### Intervention Description:

Local area elementary students are invited to walk with their principal. Following the walk, students will locate areas for good health and have them stamped on their passport. Students receive nutritious snacks along with family members. Display on good health and nutrition will be included in their passport search.